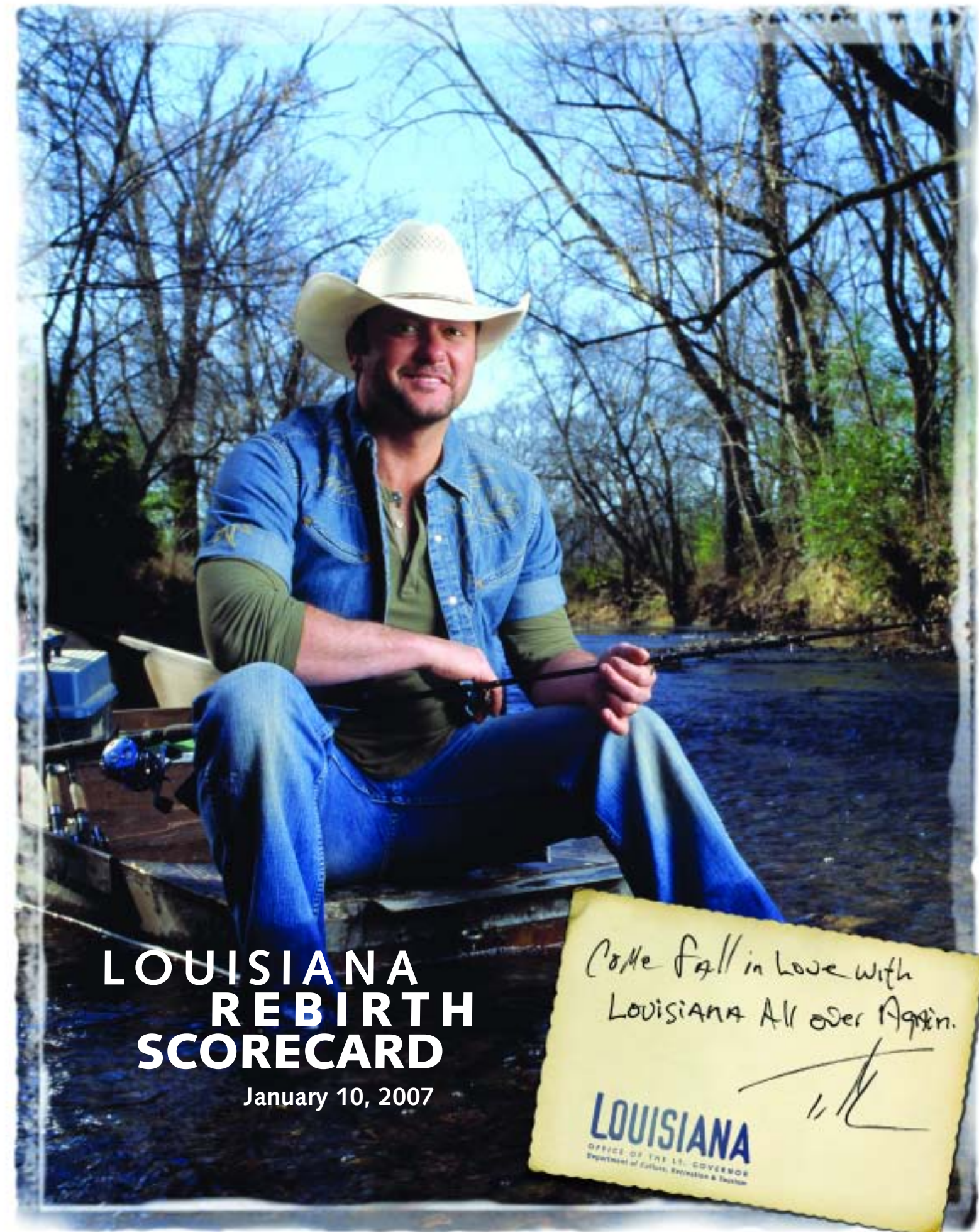


3. Build better lives and livelihoods than before for all Louisiana's people.

- Thousands of evacuated families were housed in Louisiana's hotels for months following the hurricanes. Every effort was made to help those families find permanent housing, and to help those who evacuated to other states return to Louisiana.
- The Louisiana Serve Commission more than doubled its funding to community service programs from \$2 million to more than \$5 million since hurricanes Katrina and Rita.
- To date, **339** homes have been gutted, cleaned and mold remediated and **292** hurricane-damaged houses and other buildings have been assessed to determine what repairs are needed, through the work of Louisiana Serve.
- Eight of the city's 13 libraries are open in New Orleans, with 310 of the state's 332 libraries open statewide. As of August 1, 2006, 22 of 332 public libraries are still closed, and four libraries are located in temporary facilities. The Office of the State Library managed thousands of donations of money, books, materials and computers for affected areas of the state, and received discounts from vendors, and continues to secure mobile libraries and services for those in need.
- The number of visitors to our public libraries is down by only 1%, indicating that citizens will seek out essential library services even if their home branch was destroyed. In 2005, citizens averaged 3.27 visits per capita to public libraries in Louisiana. As of August 2006, 1,160,573 patrons visited public libraries in Louisiana.
- More than 2,000 hurricane evacuees were housed in state park cabins and campsites immediately after the storms. The number of cabins and campsites available for use by visitors rose to approximately 90% as evacuees found permanent housing. Bayou Segnette, now open to the public, continues to house displaced first responders. St. Bernard has reopened.
- Partnership with Americorps helped to assist in cleanup efforts. In all, more than 500,000 volunteers contributed to hurricane recovery efforts in the Gulf Coast region.
- A \$100 million small-business grant program has been approved by the Louisiana Recovery Authority.
- Hosted the fourth annual Louisiana Book Festival in downtown Baton Rouge, drawing a record crowd of more than 12,000 people.

4. Make Louisiana's recovery the standard for high performance, accountability, and ethical behavior.

- Established an independent Louisiana Rebirth Accountability Panel to oversee our recovery efforts and expenditures, contracting, auditing and performance measurement.
- Established the Louisiana Rebirth Scorecard to track progress and ensure an accountable and transparent recovery process.
- The Louisiana Cultural Economy Foundation, a 501c3 nonprofit organization, was founded after Hurricane Katrina to develop and enhance Louisiana's unique cultural industries. Beneficiaries include artists and artisans working both as individuals and small businesses, galleries, museums, collectives and nonprofit cultural organizations. This Foundation has raised almost \$800,000, and granted out more than \$500,000.



Louisiana

REBIRTH SCORECARD

In September 2005, Lieutenant Governor Mitch Landrieu and Secretary of the Department of Culture, Recreation and Tourism Angèle Davis, along with industry stakeholders, introduced the Louisiana Rebirth plan, a four-point, results-driven plan crucial to the recovery of our state in the wake of hurricanes Katrina and Rita.

Louisiana Rebirth Plan:

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.
2. Make Louisiana’s Cultural Economy the engine of economic and social rebirth.
3. Build better lives and livelihoods than before for all Louisiana’s people.
4. Make Louisiana’s recovery the standard for high performance, accountability, and ethical behavior.

The Louisiana Rebirth Scorecard tracks progress of this plan in terms of current efforts and short- and long-term goals. The full report is posted online at www.rebirthscorecard.org.

1. Rebuild Louisiana to worldwide preeminence as a top tourist destination.

- Today, 109 daily commercial flights operate into and out of New Orleans, 67% of the pre-storm number. Continual, gradual growth is expected in the coming months.
- Pre-Katrina, almost 80,000 hotel rooms were available statewide. That number is now approximately 70,000 and continues to grow, with a target of 80,000.
- The New Orleans metropolitan area had 264 fully operational lodging facilities, representing 38,000 hotel rooms, prior to Hurricane Katrina. Today, 30,000 hotel rooms are available, with more opening daily.
- The Southwest Louisiana area had 69 fully operational lodging facilities, representing 4,500 hotel rooms, prior to Hurricane Rita. Today, 4,000 of those rooms are available.
- All 12 of the Audubon Golf Trail courses are open. Gray Plantation in Lake Charles reopened in October 2005; Audubon Park in New Orleans reopened in November 2005. The Audubon Golf Trail welcomed two new courses in 2006: The Atchafalaya at Idlewild in Patterson opened in January and Black Bear in Delhi opened in July.
- Prior to the hurricanes, New Orleans had 3,400 restaurants. Of these, 1,562 have reopened. In St. Bernard Parish, 24% of restaurants have reopened.
- There are more than 200 restaurants in the Lake Charles area; this exceeds the pre-hurricane number.
- Pre-Katrina and pre-Rita, 21% of the nation’s travelers and 53% of Louisiana’s regional market expressed intent to travel to Louisiana in the following 24 months. Immediately after the storms, the national number dropped to 13% and the regional number dropped to 37%. As of August 2006, the national number was 15% and the regional number had increased to 50%.
- In 2006, U.S. resident visitors to Louisiana numbered approximately 17.7 million (preliminary) and spent \$5.2 billion (preliminary), a decline of approximately 22% in visitors and 35% in visitor spending from 2004.

- In 2005, 18 million visitors spent \$8 billion in Louisiana, a decline of more than 20% from 2004.
- The investment of \$639,000 in the Cooperative Advertising Program (CAP) remained consistent with previous years’ funding, despite budget cuts.
- The state’s 12 Welcome Centers had 1.3 million visitors in 2006, which is 7% fewer than the \$1.4 million in 2005 and 16% fewer than the \$1.6 million in 2004. All 12 Welcome Centers are open, including the New Orleans Center, which is open five days a week.
- Secured \$28.5 million for the tourism recovery grant program with the help of Louisiana Congressional Delegation, Louisiana Recovery Authority, tourism industry, and Louisiana Legislature.
- Secured \$1.3 million for the Louisiana Scenic Byways Program.
- Louisiana’s Atchafalaya Trace has been designated as a National Heritage Area, thanks to the passage of landmark legislation that was signed into law on October 12, 2006. The bill authorizes as much as \$10 million over 15 years for preservation, conservation, education, and cultural efforts in and around the Atchafalaya Basin in South Central Louisiana.
- In November 2006, launched the first annual Louisiana Main to Main, A Cultural Road Show – an initiative designed to draw tourists to historic towns throughout the state. The following Main Street communities participated: Abbeville, Bastrop, Bogalusa, Clinton, Columbia, Crowley, Denham Springs, Eunice, Franklin, Hammond, Houma, Minden, Morgan City, Natchitoches, New Iberia, New Roads, Opelousas, Plaquemine, Ponchatoula, Ruston, Springhill, St. Francisville, St. Martinville, and Winnsboro.
- America’s Wetland Red River Birding Trail, America’s Wetland Mississippi River Birding Trail and America’s Wetland Zachary Taylor Parkway Birding Trail Development – \$250,000. This completes the design and development of birding trails throughout Louisiana, and they connect to the America’s Wetland Great Gulf Coast Birding Trail, which was completed a couple of years ago.

UNO Hospitality Research Center Forecast

	2006	2007	2008	2009	2010
Number of Visitors (Millions)	17.7	19.4	20.9	21.5	22.0
Total Spending (Billions)	\$5.2	\$6.7	\$7.6	\$7.9	\$8.3

2. Make Louisiana’s Cultural Economy the engine of economic and social rebirth.

- Louisiana had 36 state parks, historic sites and preservation areas open prior to the hurricanes. All but one site, Fort Pike State Historic Site, are open. Repairs to these facilities and to some of the facilities at open parks in the hurricane-affected areas continue.
- Louisiana’s Main Street communities (25 small communities across the state) show that their net new job growth is up to pre-Katrina and pre-Rita levels. Prior to the storms, Main Street communities averaged 100 net new jobs per quarter; that number fell to 42 for the quarter ending December 2005. The June 2006 report shows 100 net new jobs in these communities.
- In a sample of 25 cultural attractions from communities damaged as a result of the hurricanes, 19 sites are now open full time, four sites are open with reduced hours, and two sites have closed. In the same sample, visitation is increasing; in January 2006, those sites reported more than 10,000 visitors. August 2006 shows 29,079 visitors. These organizations reported 259 jobs in January 2006, and they now report 309 jobs.
- Secured a \$12.5 million congressional appropriation to fund grants for the restoration of historic properties damaged by hurricanes Katrina and Rita. As of the December 15th deadline, the State Historic Preservation Office had received nearly 1,900 applications.